



SCEDDC Testimonial

URBANE
SHEBOYGAN, WISCONSIN

- Financing Strategies
- Business Expansion
- Business Plan Updating



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A Top-Shelf Renovation

In 2006, Urbane purchased the property at 1231 N. 8th Street, Sheboygan, known as Mr. Glen's bar. Owner/operator Jennifer Schreiner's plan was to turn the more than 100-year-old building into an upscale venue.

Extensive renovations included electrical, plumbing, flooring, exterior painting and repairs, windows, and refurbishing an original tin ceiling and bar, which was built in the 1800s.

By 2016, Urbane was achieving the success Jennifer had envisioned: a bar with a casually sophisticated atmosphere offering an extensive menu of specialty cocktails and freshly squeezed juice drinks served by a staff of professional bartenders. However, Jennifer wanted to restructure the loans and complete some updates to the business and facility.

Jennifer approached Sheboygan County Economic Development Corporation (SCEDC) and Business Development Manager Jim Schuessler to develop a plan for sustainability. Schuessler, along with Business Consultant Chuck Brys from the Small Business Development Center at UW-Green Bay (SBDC), collaborated with Jennifer on a financing strategy geared toward Urbane's success with the improved financing conditions available in 2016.

The result of the collaboration was an updated business plan including financial projections focused on the continued success of the business, as well as a plan for needed investment in restaurant equipment and building needs.

Schreiner presented the business plan to Branden Boerner, Managing Director at Hiawatha National Bank, who offered her a refinance package that included needed working capital and facility upgrades. The plan also resulted in additional working capital and lower monthly payments.

"Jim was ultimately the catalyst to the entire project. The SCEDC is a great resource for small businesses in Sheboygan County," said Jennifer.

Today, Urbane is more popular than ever, and the financing package helped ensure the sustainability of one of Sheboygan's most vibrant local gathering places.



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Jennifer Schreiner
Owner Urbane



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